Brand Guidelines.

Welcome

The Zip Business Brand Guidelines are a deep dive into what makes us distinctly Zip, and a handy how-to ensuring everything we create is consistent, engaging, and true to everything we know our brand is–and can be.

A guide to our guidelines.

Our brand is the foundation on which we communicate our purpose and personality to Leaders, Members, Zipsters, and the world.

Guidelines give the Zip brand a strong through-line, informing the way we express ourselves in our written, spoken, and visual expressions.

This is how we remain consistent, original, and us.

This document is a comprehensive reference for how Zip shows up in all forms of communication, verbal and visual. It serves as a jumping-off point for all new creative and a grounding place of truth for teams and partners to rally around.

1.0

Logo

THIS IS THE
ZIP BUSINESS LOGO

Naturally, the letter 'I' sits in the middle of our name, and we've given power to that 'I' to emphasize our commitment to putting people at the center of everything we do. We refer to it as the Pocket.

The word Zip isn't very long to begin with, so we've designed a dynamic logo that can take up as much space as it demands.

We're bold, commanding, and sticking our elbows out wherever we show up.
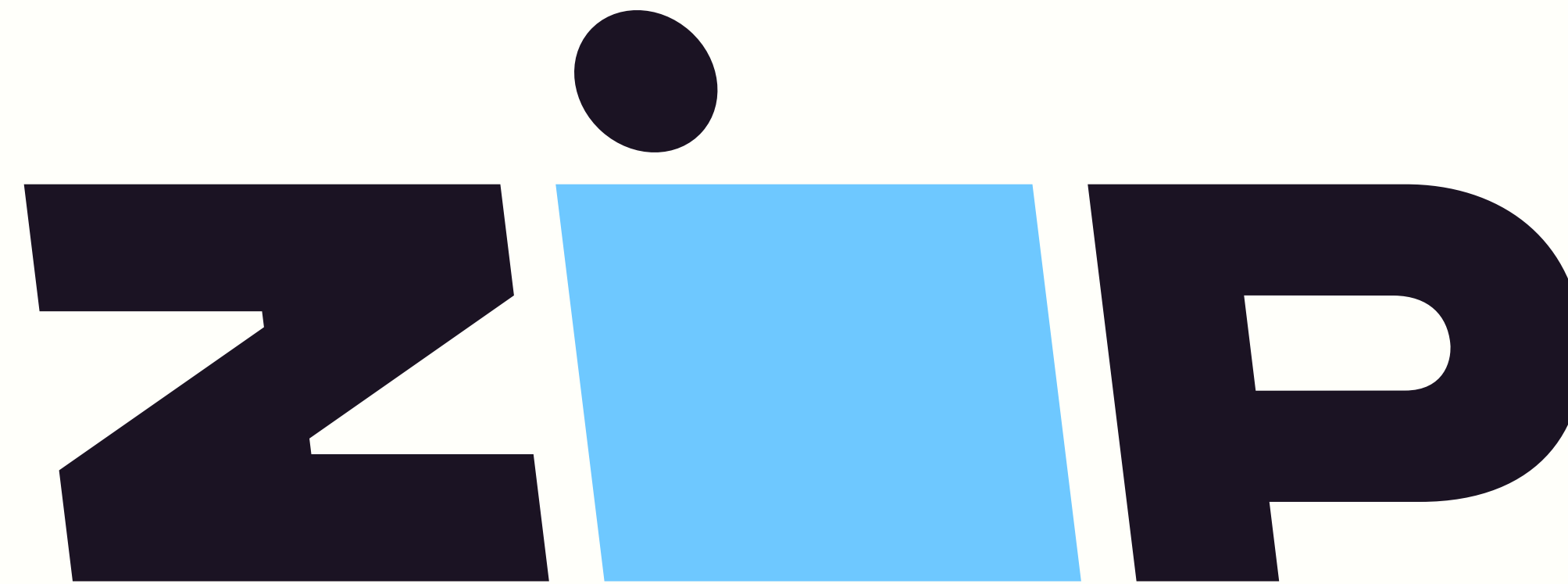
−7 DEGREES

Our logo is constructed on a grid built of −7° angles. The angle emphasises speed while being in touch with the realities of life.*

*As an object in motion will tend to stay in motion, an object at rest will tend to stay at rest, until acted upon by an outside force. Here, the "object" is a person, and the force is Zip Business. Think of a car: as it accelerates, the driver's body leans backward. Zip Business is moving forward at a speed, but we convey it from the person's perspective, reinforcing our focus on people.


−7°
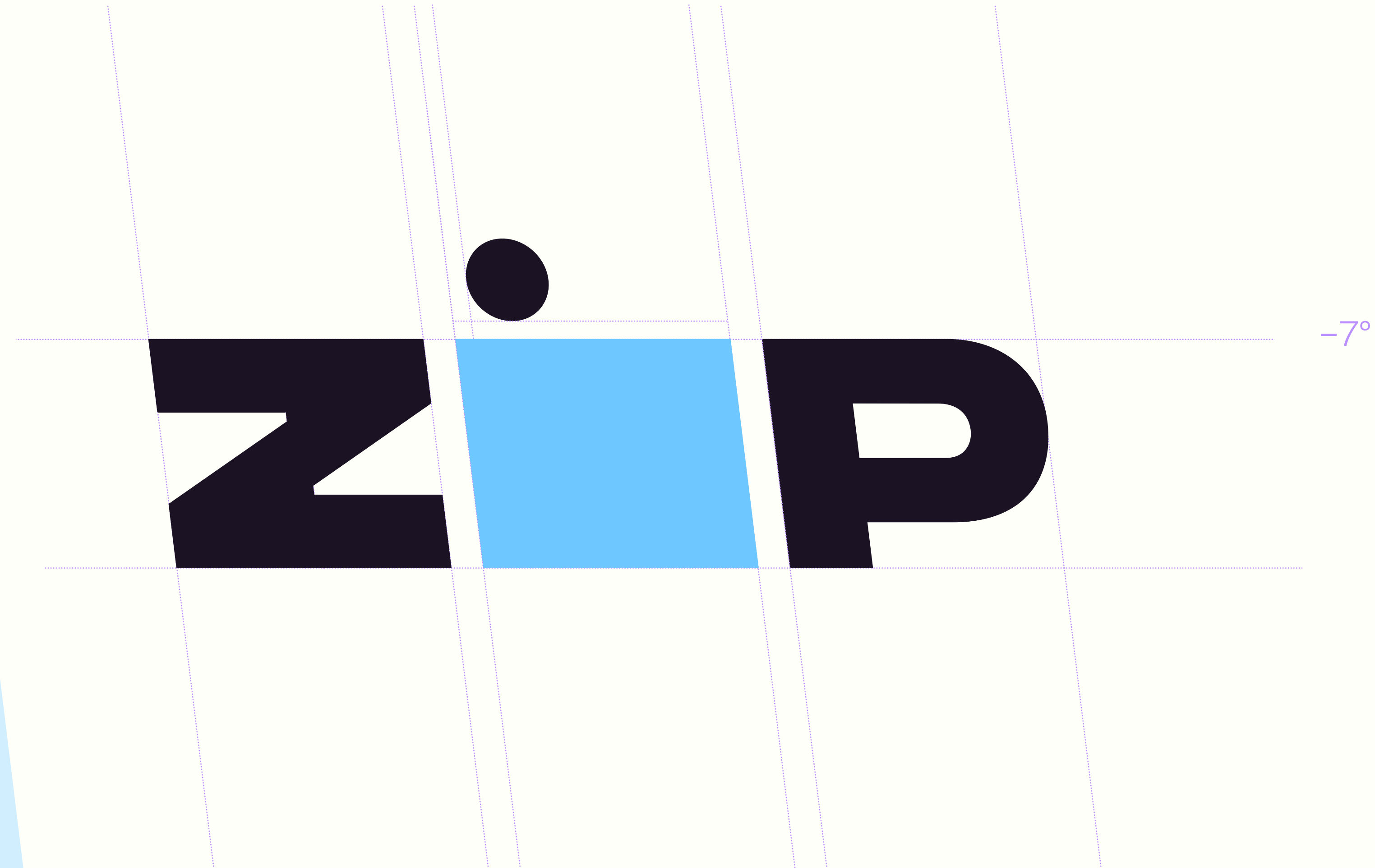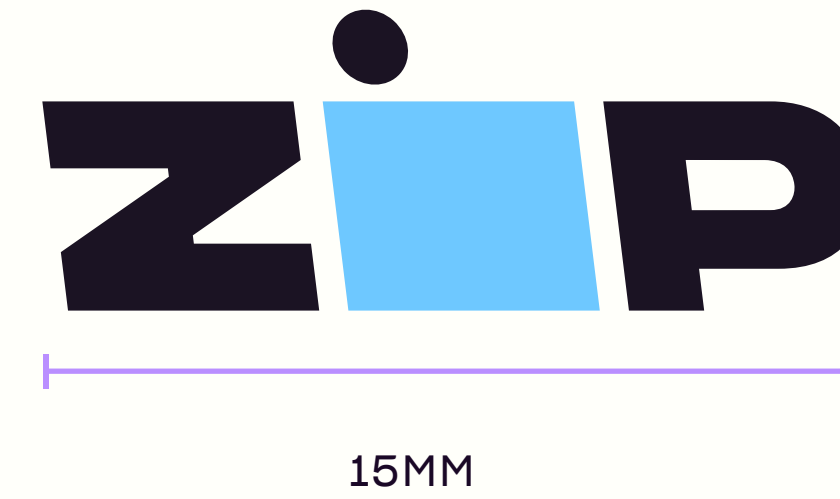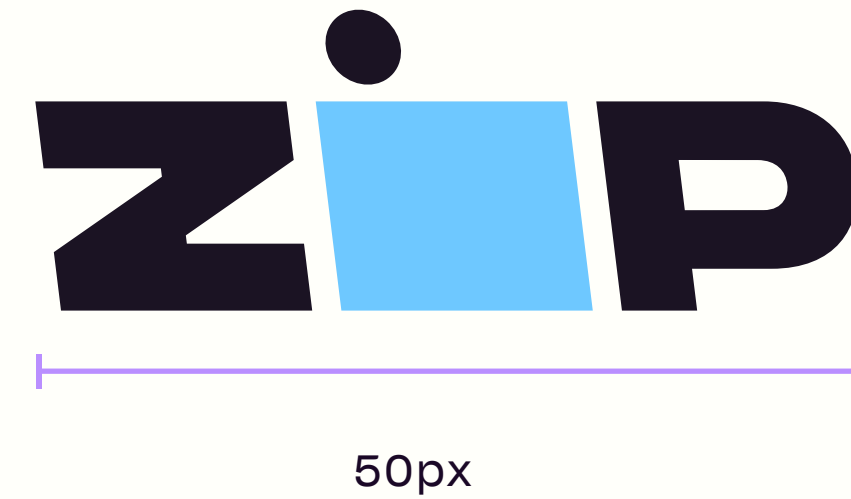
BUTTON FIRST

We establish logo clear space across all communications to ensure our logo has the breathing room it needs. We use the checkout button has the measurement for clear space.

Minimum sizes of our logo are defined by merchants who use our product.

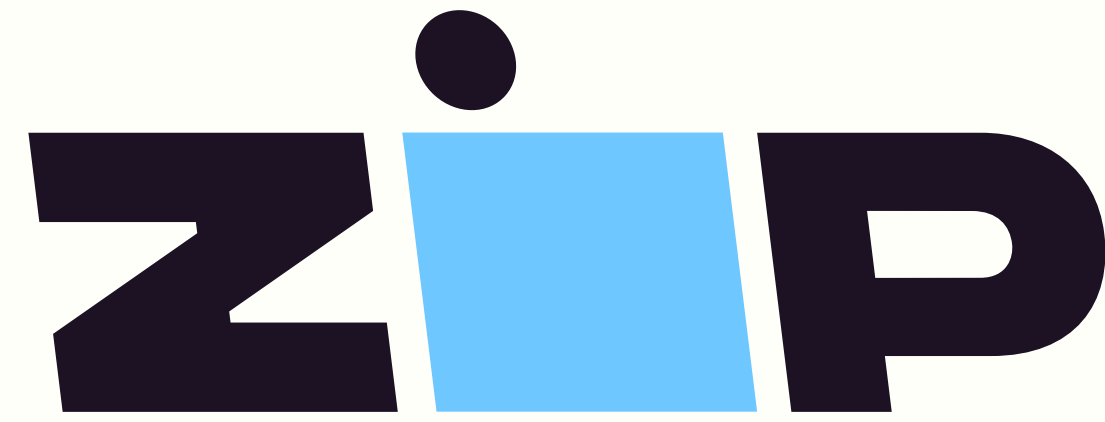However, when we have control over the logo's size, refer to the guides here.

50px

15MM

LOGO

Preference

Container Preference

#C1C1C1
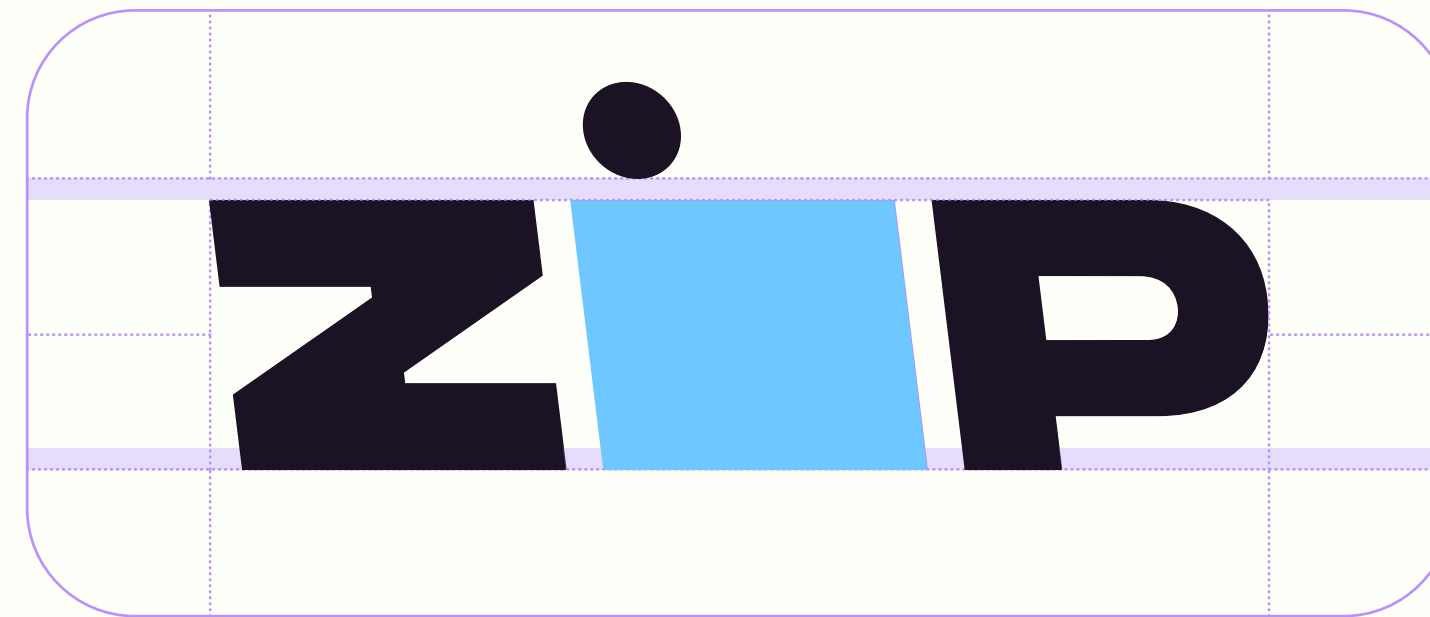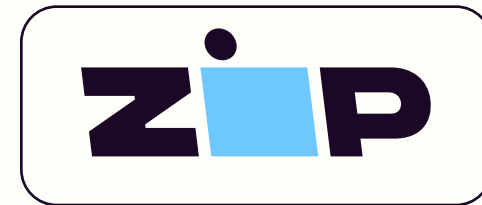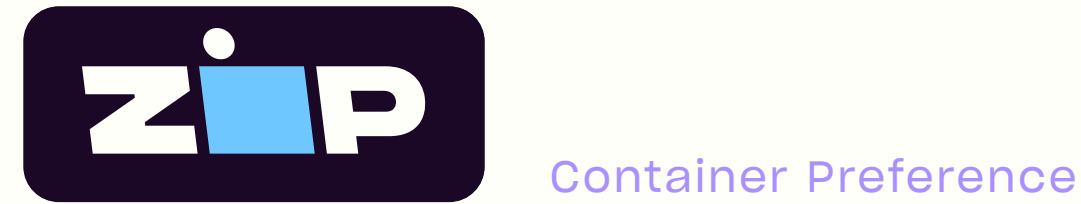
CHECKOUT BUTTONS

This is our current range of checkout buttons. Depending on merchant requirements, we have a variety of styles to choose from to make sure Zip Business remains legible at small sizes and stands out amongst the crowd at checkout.

CURRENT BUSINESS SET

Here is our current set of
product logo lock ups that
exist outside of the logo.
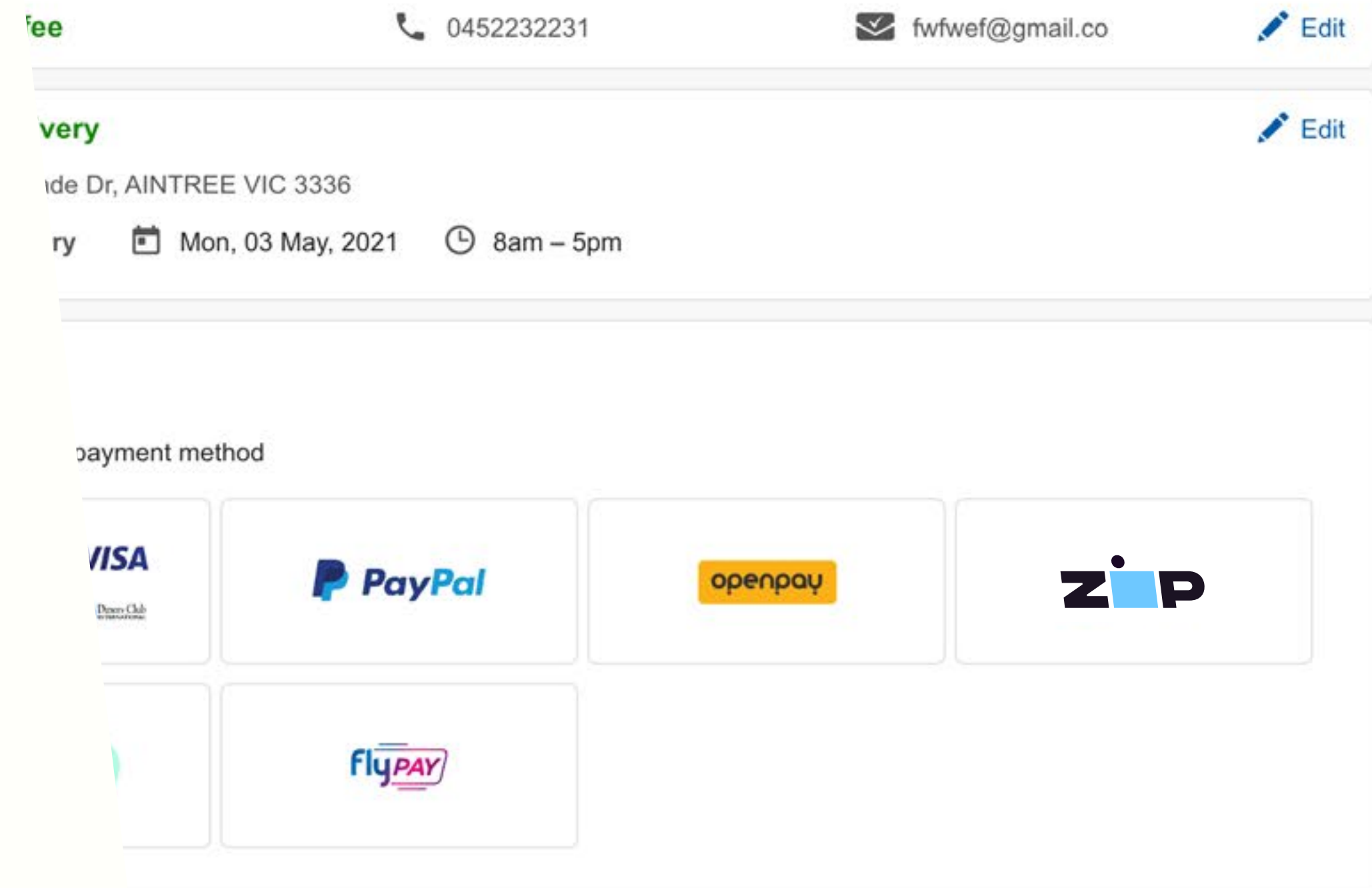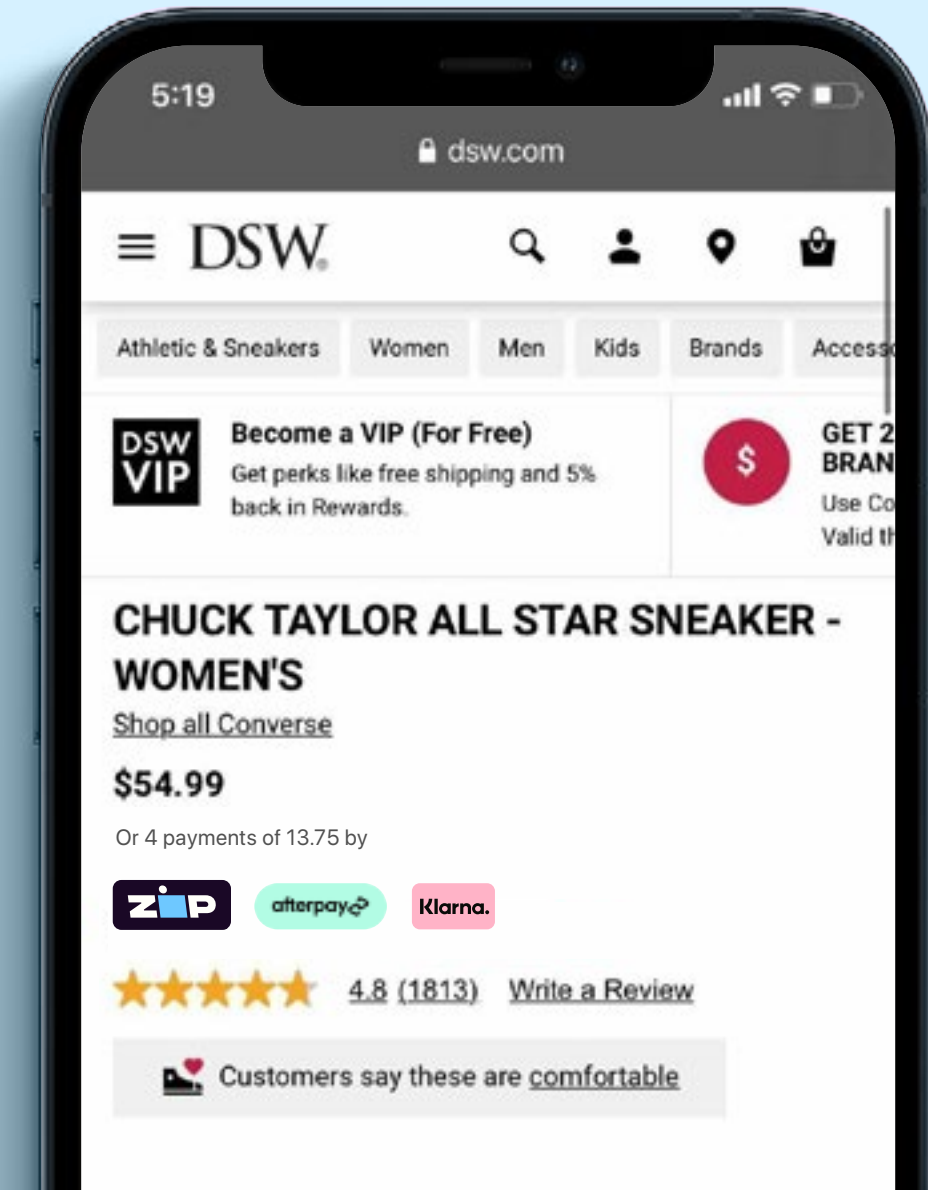
Short form logo

Primary logo to be used whenever in a Zip Business environment, i.e in
application, on our website and anywhere that the captions or copy or
messaging with the word 'Busniess" included.

Long form logo

Secondary logo to be used
whenever it appears outside of
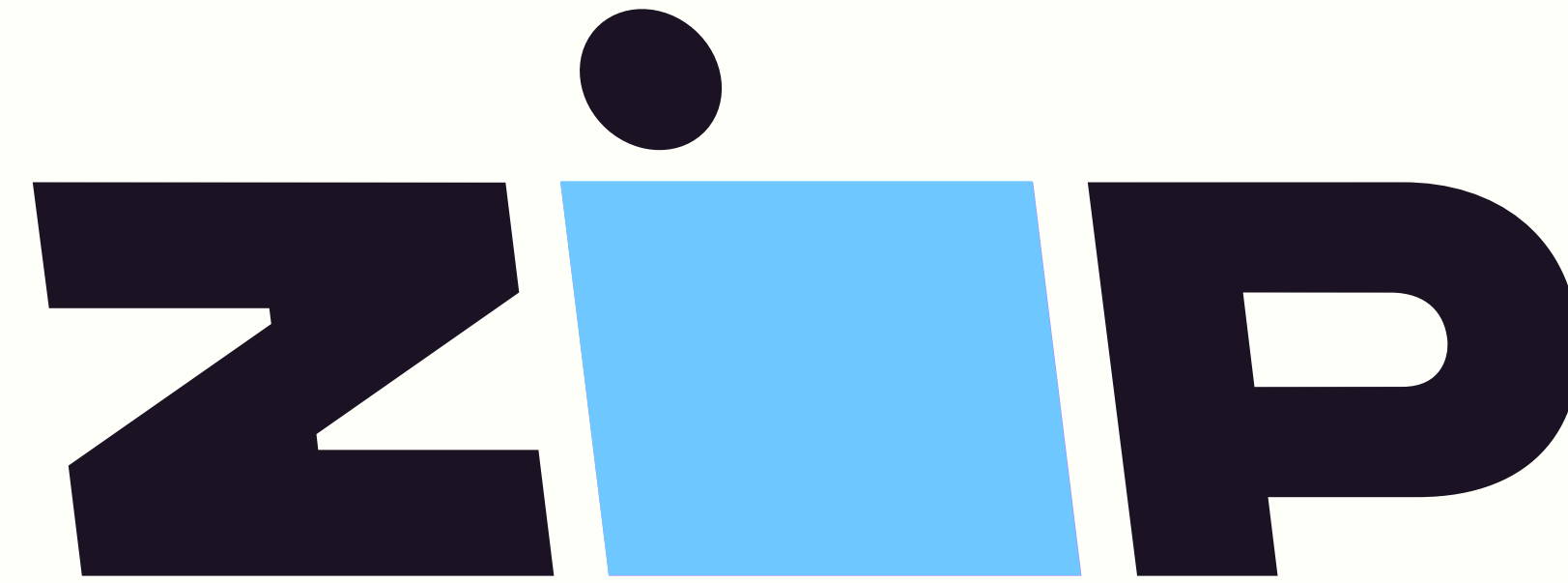a Zip Business environment.

Product logos

Product logos to be used whenever it appears within their specific product environments, i.e online

WE'RE DYNAMIC
AND FLEXIBLE

The Pocket is the name
we've given the stylized 'I'
container device in our logo.
We've given it this name in
reference to its function as
a container, and put simply:
*Zip Business puts power in
your pocket.*

EXTENDING THE POCKET

The length of the Pocket
can extend outwards, but
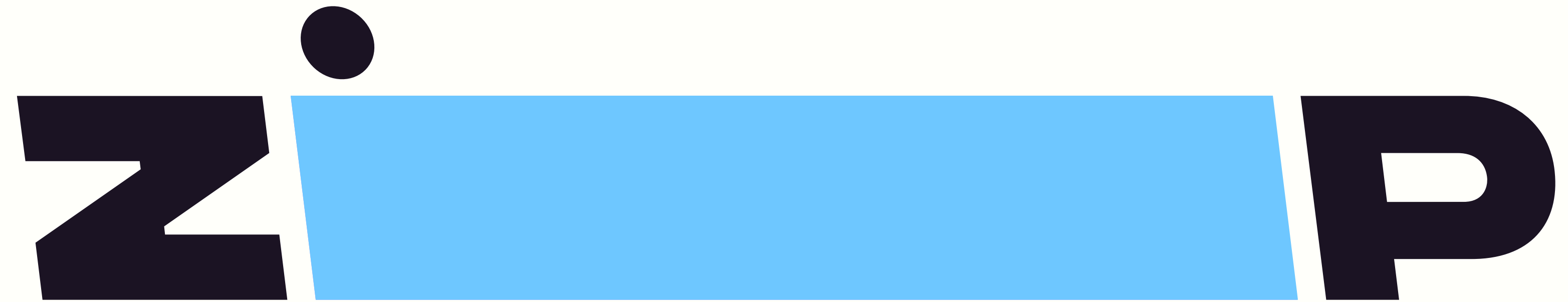the spacing and sizing of the
characters must remain intact.

When extending the Pocket,
a good practice is to use its
width as the increment.
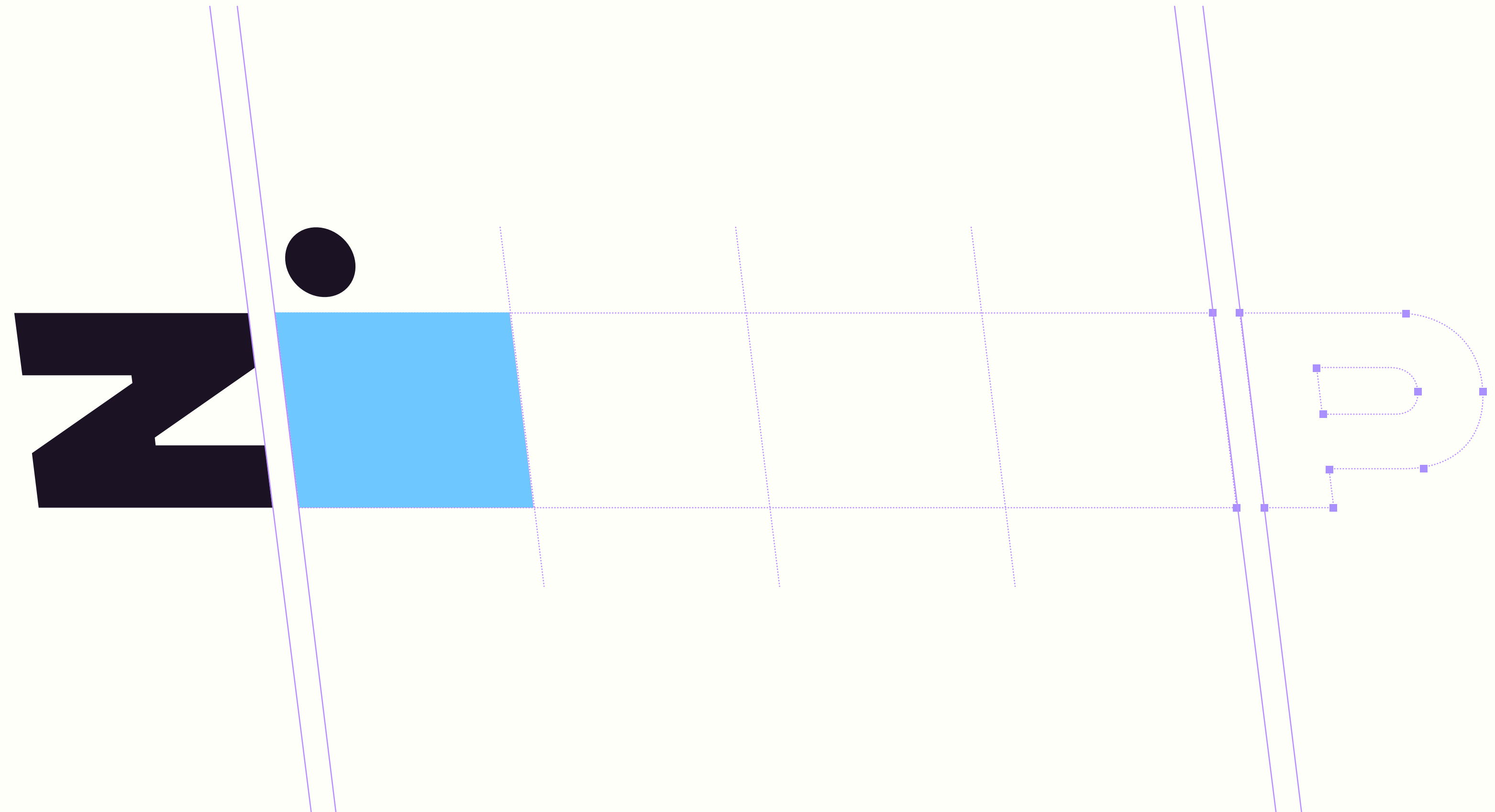
EXTENDING THE POCKET

The length of the Pocket can extend outwards, but the spacing and sizing of the characters must remain intact.
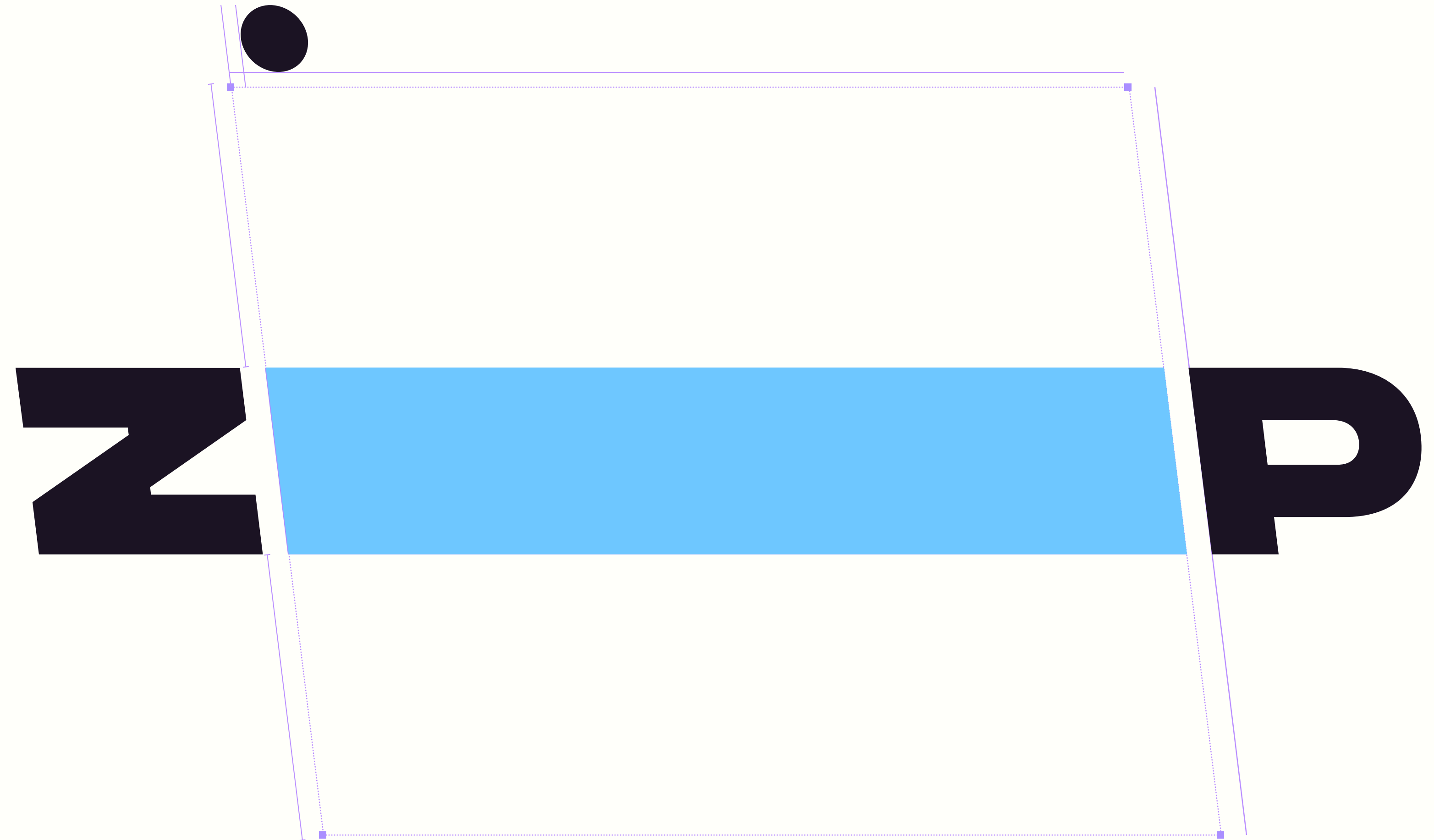
When extending the Pocket, a good practice is to use its width as the increment.

EXTENDING THE HEIGHT

The height of the Pocket can extend, but the spacing, sizing, and position of the characters must remain intact. In this example, we're maintaining the ratio of the Pocket, as we increase the size.

Using the Pocket's ratio, or other common ratios (16:9, 1:1) is advised.

EXTENDING THE HEIGHT

The height of the Pocket can extend, but the spacing, sizing, and position of the characters must remain intact. In this example, we're maintaining the ratio of the Pocket, as we increase the size.
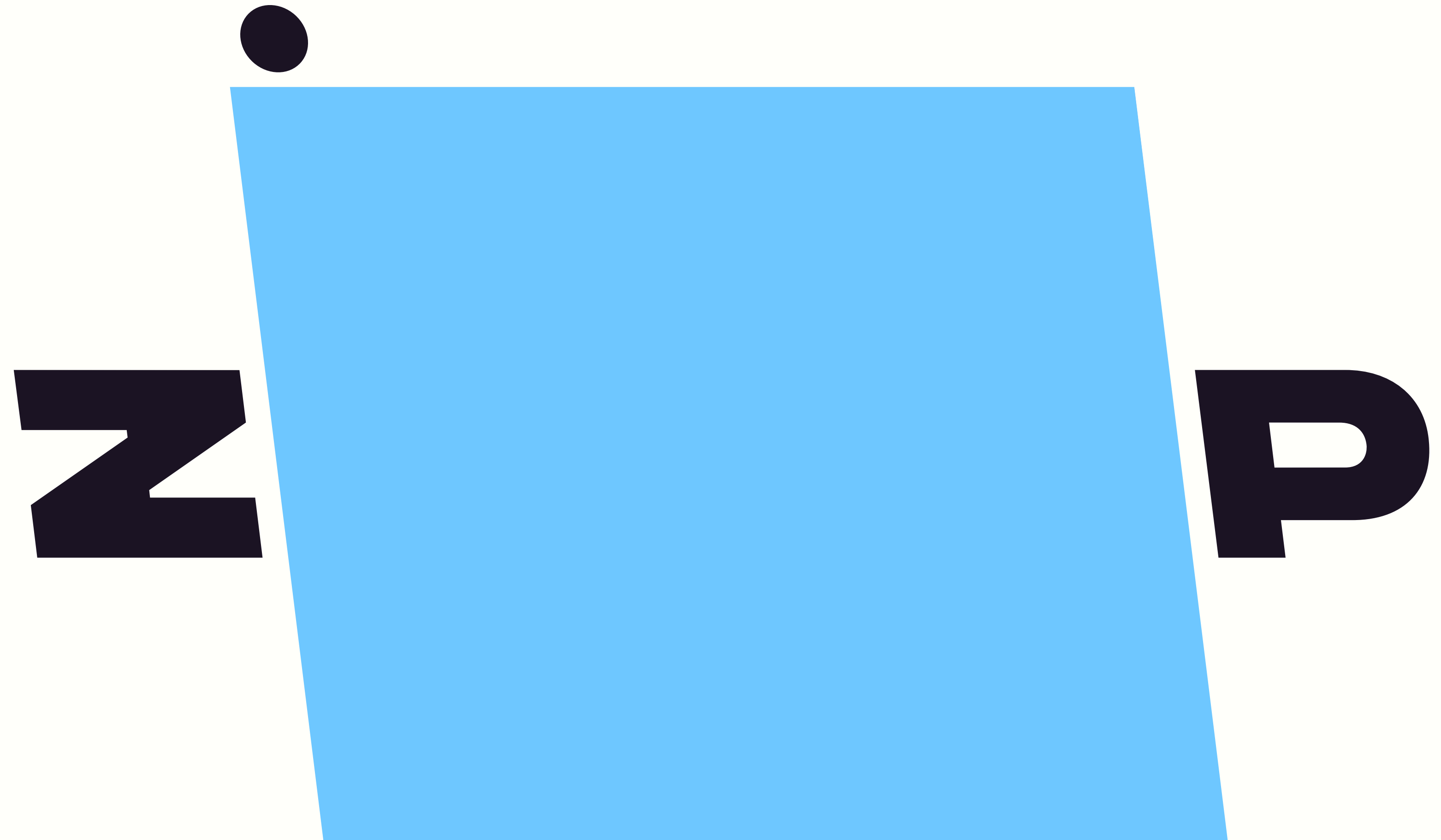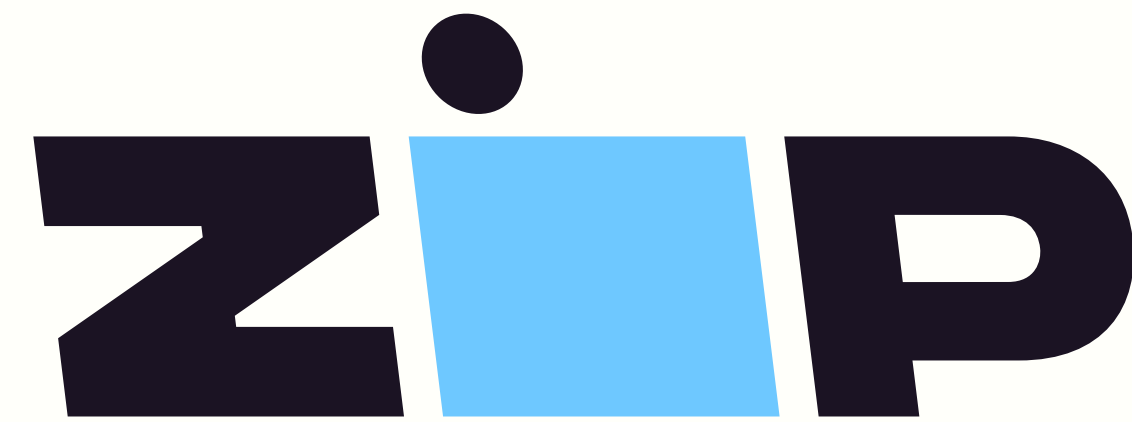
Using the Pocket's ratio, or other common ratios (16:9, 1:1) is advised.
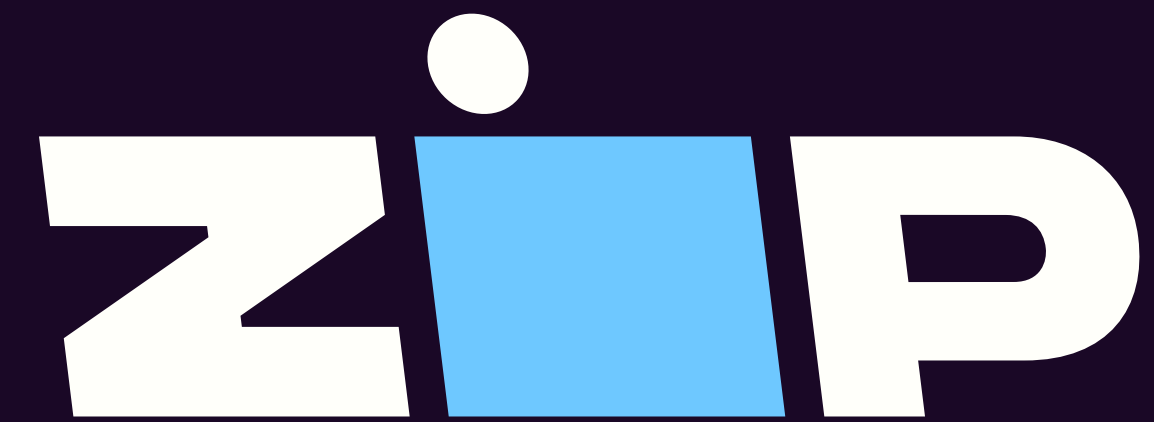
OUR LOGO UTILISES
FEARLESSNESS.

The Pocket is Business Blue.
It is the central vehicle for brand
awareness across as many
communications as possible.

In some cases, we will have to
forgo this element, and revert
to a default color.

● #1A0826   ● #6EC8FF   ● #1A0826

● #1A0826   ● #6EC8FF   ● #1A0826

HOW NOT TO
TREAT OUR LOGO

1. Do not stretch the logo.
2. Do not rotate the logo.
3. Only use designated colors and color combinations.
4. Do not skew the logo.
5. Do not unevenly extend the pocket.
6. Do not break the –7 degree angle.
7. Use only the type setting techniques and type on p. 53–57.
8. Do not add effects or shadows to the logo.
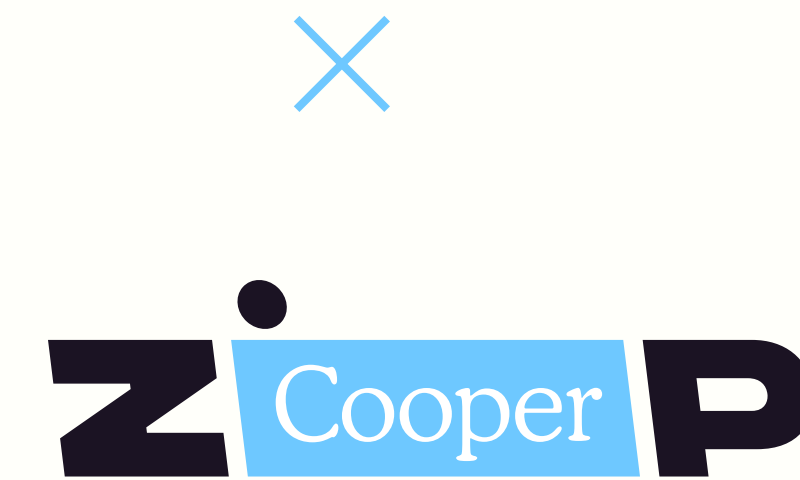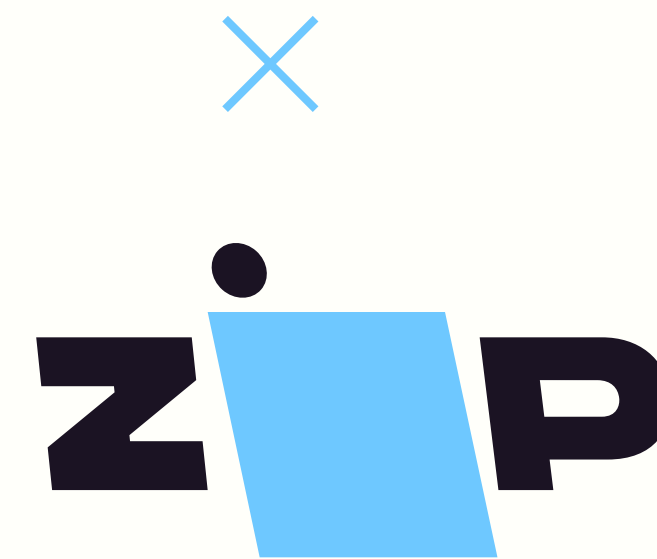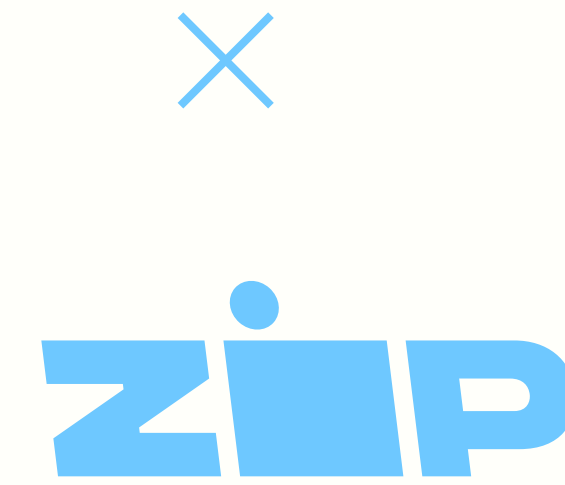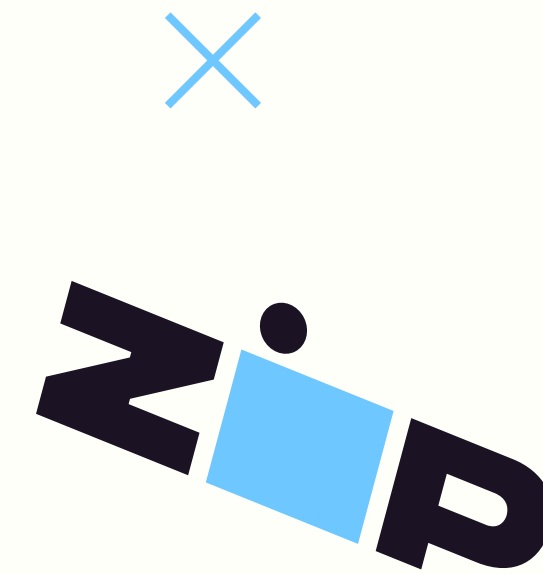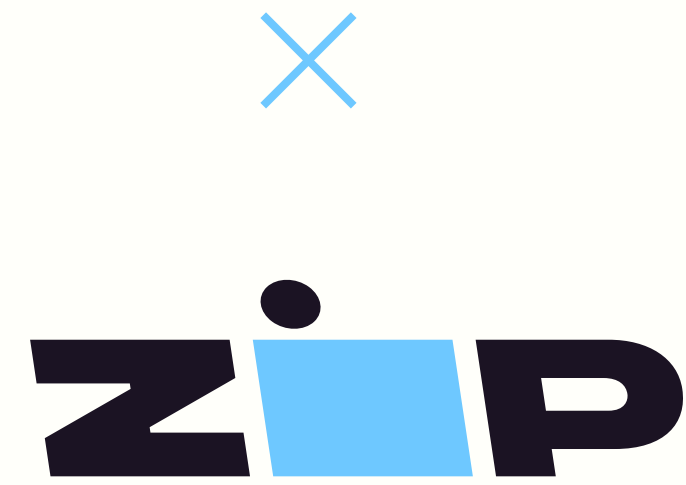
2.0

Typography

OUR HEADLINE TYPEFACE IS COOPER BT LIGHT

Cooper brings a whole new tone to our brand: a friendly and reassuring voice that can also deliver powerful statements.

Important: Cooper should only be used for large headlines, at a maximum of six words.

This is Cooper Light.

? ! % & ¢ « § (: *

$1,234,567,890

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

OUR SECONDARY TYPEFACE IS SHARP GROTESK

Sharp gives our secondary type flexibility, but is objectively sturdy and hardworking. We use Sharp when setting type within our logo, in UI, and anywhere where more than a headline is needed.

We use 4 weights of Sharp Grotesk 20 (regular), and 4 weights of Sharp Grotesk 25 (extended).

Aa ?!%&
¢«§(:*

20

Sharp Grotesk
Sharp Grotesk
Sharp Grotesk
Sharp Grotesk

Aa 12345
67890

25

Sharp Grotesk
Sharp Grotesk
Sharp Grotesk
Sharp Grotesk

Zip

Become financially fearless.

ALL TOGETHER

This is a example of how our typefaces work together, and how different weights of the same family work to create order amongst the type.

Important: Cooper should only be used for large headlines, at a maximum of six words.

ALWAYS INTEREST FREE

Zip just about everything, everywhere. Add your Zip card to Apple Pay or Google Pay to pay at checkout. Exclusive for Zip Pay.

SIGN UP

HEADLINE
COOPER BT LIGHT
145pt

SUB-HEAD
SHARP GROTESK 25 MEDIUM
30pt

BODY
SHARP GROTESK 20 REGULAR
25pt

CTA
SHARP GROTESK 25 MEDIUM
25pt

Become financially fearless.

SPACING IN THE HIERARCHY

Use the x-height of the header to determine the spacing between headlines, sub-heads, body, and CTAs.

Important: Cooper should only be used for large headlines, at a maximum of six words.

1.5x

ALWAYS INTEREST FREE

.5x

Zip just about everything, everywhere.
Add your Zip card to Apple Pay or Google Pay
to pay at checkout. Exclusive for Zip Pay.

1x

SIGN UP

KERNING AND LEADING

Cooper Light benefits from a designer's eye. When setting it as a headline anywhere above 75px, kern the letterforms somewhat tightly, along with the word spacing.

Usually, Cooper should be leaded to roughly the same pt. size as the type. Manual leading should be employed when ascenders and descenders are in heavy use.

Important: Cooper should only be used for large headlines, at a maximum of six words.

−50   −40   −45 −40 −70   −30   −30   −20   −25 −50

How it works.

185pt   Manually kerned

Tap and Zip

75pt   −30 Tracking

Fearlessness

50pt   −25 Tracking

Become financially fearless.

80pt   Manually kerned   Leading: 85

Leading type is a necessary step in ensuring legibility. Refer to the guides here on leading and tracking Sharp.

WHAT'S THE DIFFERENCE BETWEEN ZIP PAY AND ZIP MONEY?

SUB-HEAD
TYPE: 35pt
LEADING: 115%, 40pt
TRACKING: 0

Zip Pay is an interest-free buy-now-pay-later service with a credit limit of up to $1000. Repayments are based on a minimum monthly payment from as little as $10 per week. With Zip Pay, you can shop everywhere when you add your Zip card to your Apple or Google wallet.

BODY
TYPE: 25pt
LEADING: 150%, 37pt
TRACKING: -15

3.0

Colour

Dark
#3B115B
R 59 G 100 B 91

Peach
#FAE2B9
R 250 G 226 B 185

Medium
#8364BF
R 131 G 100 B 191

Tan
#F3F3E0
R 243 G 243 B 253

USING OUR CORE COLOURS

Our brand colours embody
financial fearlessness, and
balanced with our focus
on control.

We're also focused on our
business–facing products,
and have committed a
segment of the palette
to B2B comms.

Fearlessness
#AA8FFF
R 170 G 143 B 255

Business
#6EC8FF
R 110 G 200 B 255

Confidence
#1A0826
R 26 G 8 B 38

Light
#C9B3FF
R 201 G 179 B 255

Business Light
#AEDEFF
R 174 G 222 B 255

Control
#FFFFFA
R 255 G 255 B 250

Lighter
#DBCCFF
R 219 G 204 B 255

Business Lighter
#D0EEFD
R 208 G 238 B 253

Lightest
#EDE6FF
R 237 G 230 B 255

Electric Green
#DCF995
R 220 G 249 B 129

ZIP

CORE COLOURS

Our brand relies on *Fearlessness*, *Control*, and *Confidence*. These colours should always be present.

Business
#6EC8FF
R 110 G200 B255
PMS 292 U

Confidence
#1A0826
R 26 G 8 B 38
PMS 5255 C

Control
#FFFFFA
R 255 G 255 B250

TINTS AND SHADES

Useful in UI, web, and social assets. A portion of our secondary palette is designated for merchant communications, in order to highlight this important side of our business.

Peach
#FAE2B9
R 250 G 226 B 185

Tan
#F3F3E0
R 243 G 243 B 253

Business
#6EC8FF
R 110 G 200 B 255

Business Light
#AEDEFF
R 174 G 222 B 255

Business Lighter
#D0EEFD
R 208 G 238 B 253

Electric Green
#DCF995
R 220 G 249 B 129

Dark
#3B115B
R 59 G 100 B 91

Fearlessness
#AA8FFF
R 170 G 143 B 255

LOGO SECONDARY COLOURS, TINTS, AND SHADES

Our logo contains our primary brand colour, limiting which colours the logo can exist on. Strictly use the accepted combinations here when placing our logo on any colour of the wider palette.

4.0
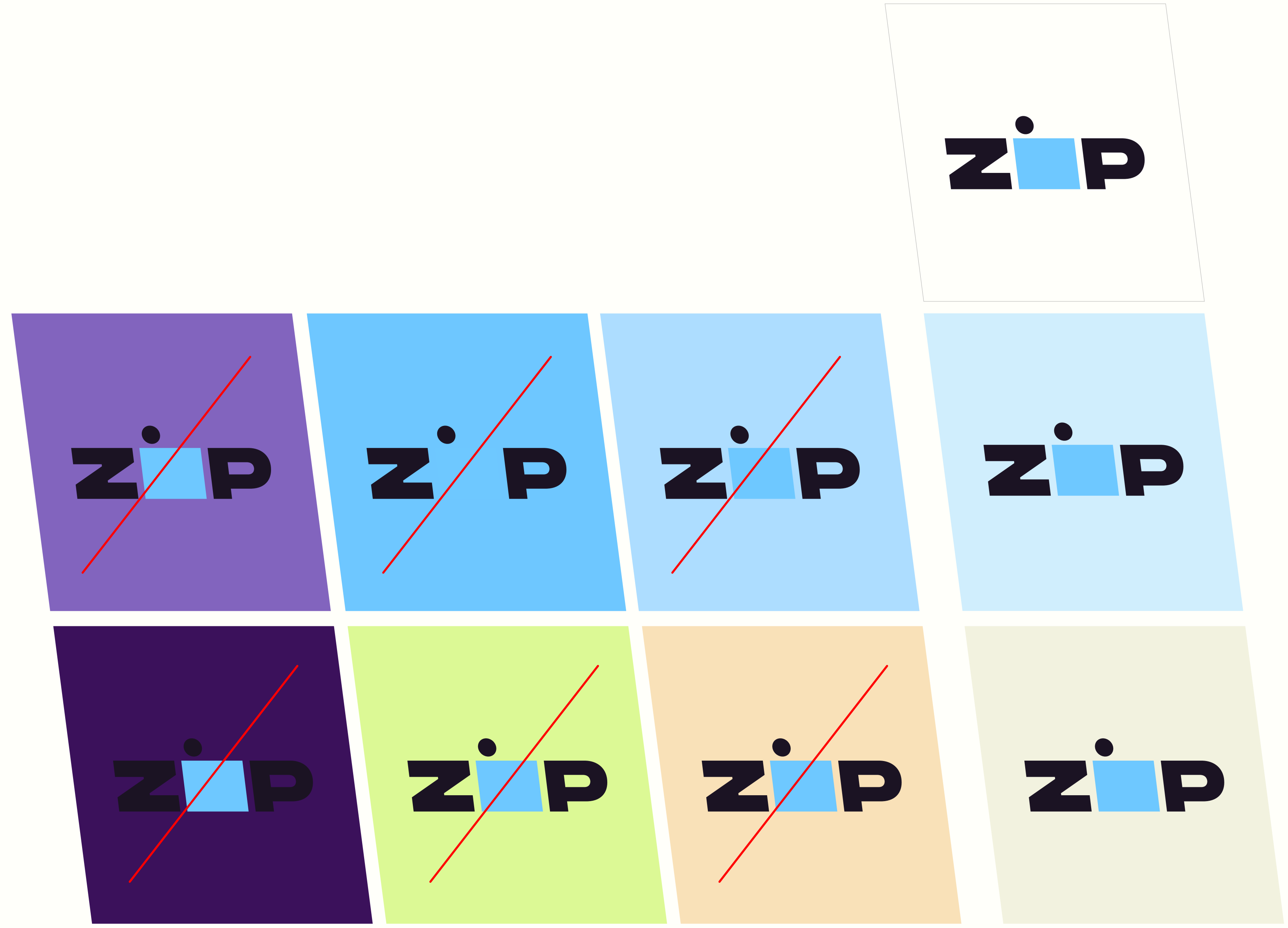
Art Direction

CHOOSING IMAGERY

Our over-arching spirit of 'Real Recognise Real' can be spread across three guiding principles when choosing imagery. Whether the imagery is of people, products or experiences you should try to follow at least two of these principles to make it feel Zip Business.

REAL
RECOGNISE
REAL
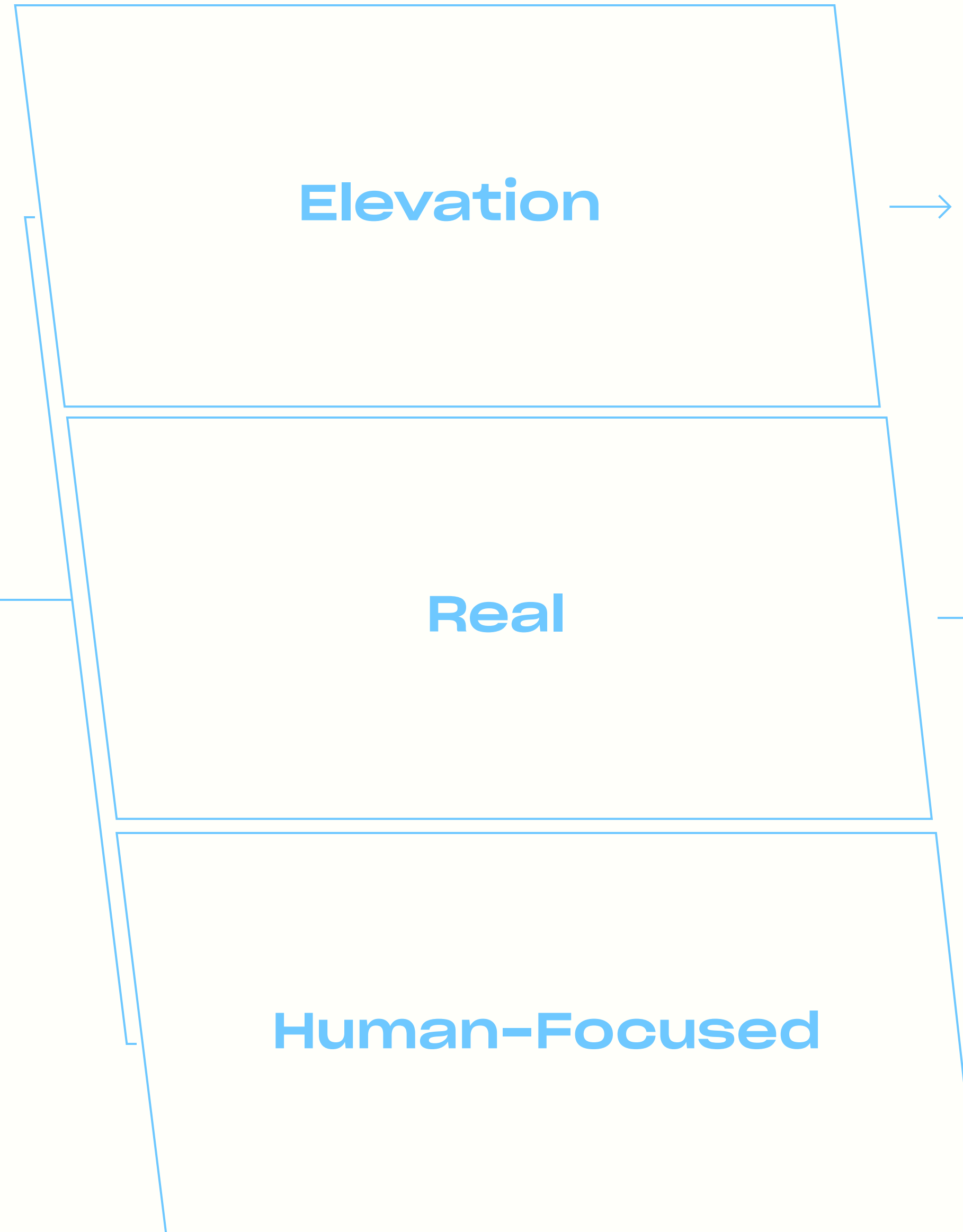
Elevation

CHAMPION PEOPLE
BY SHOOTING AT AN
ELEVATED ANGLE

Real

NATURAL POSES & LIGHT,
APPROPRIATE ETHIC AND
CULTURAL REPRESENTATION

Human-Focused

WHERE POSSIBLE,
FOCUS ON HUMANS
RATHER THAN PRODUCTS

CHAMPION PEOPLE
BY SHOOTING AT AN
ELEVATED ANGLE

PEOPLE

When choosing imagery of people
whether consumer or business-
focused try to use the guiding
principles to help inform your choice.

REAL
RECOGNISE
REAL

NATURAL POSES & LIGHT,
APPROPRIATE ETHIC AND
CULTURAL REPRESENTATION

WHERE POSSIBLE,
FOCUS ON HUMANS
RATHER THAN PRODUCTS

DOs

To help illustrate these principles, here are some examples of images that feel Zip and the qualities which reflect this:

• Elevated
• Natural
• Human-Focused

DON'Ts

To help illustrate these principles, here are some examples of images that DO NOT feel Zip and the qualities which reflect this:

- Descending angle
- Staged
- Studio-lit
- Product-Focused
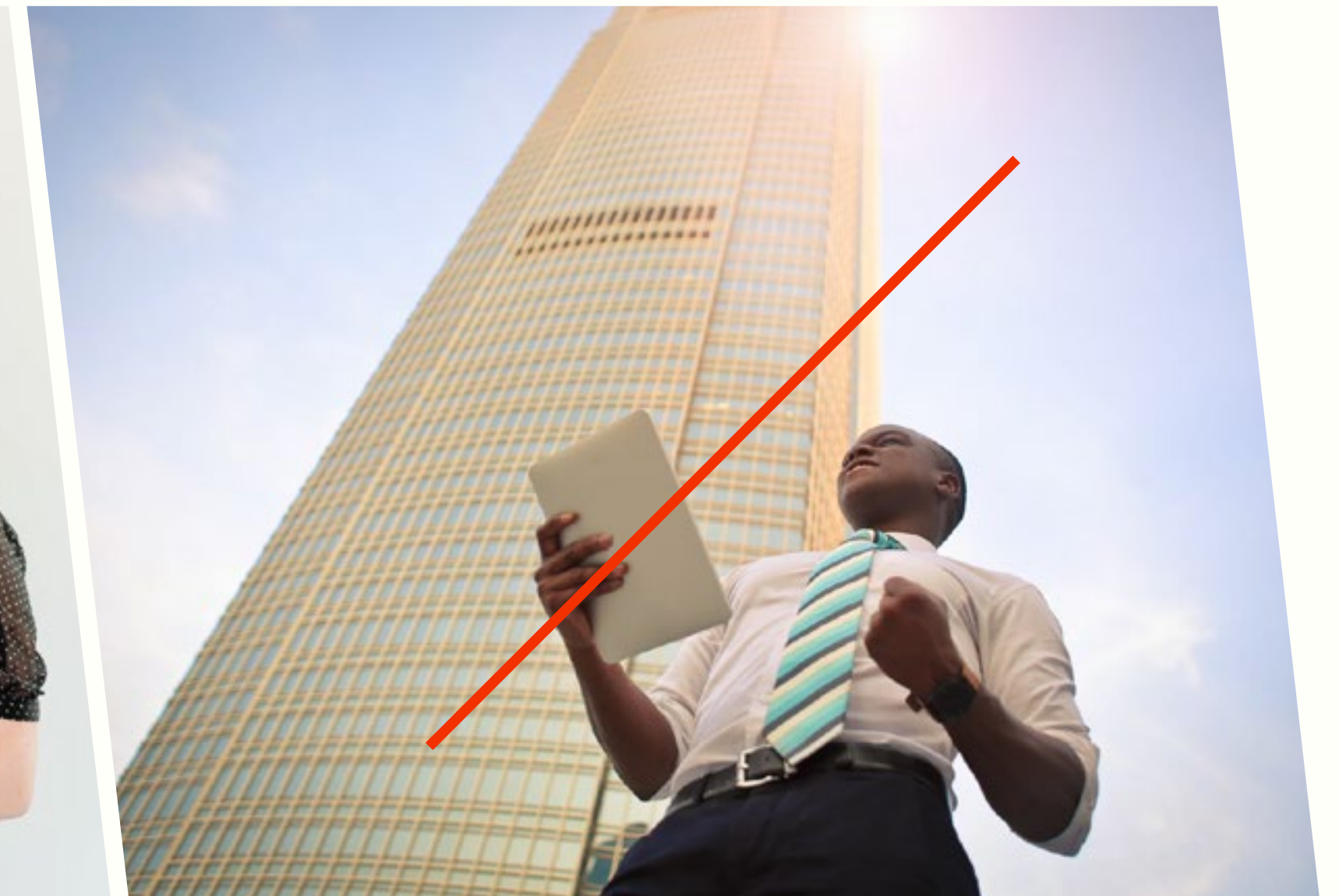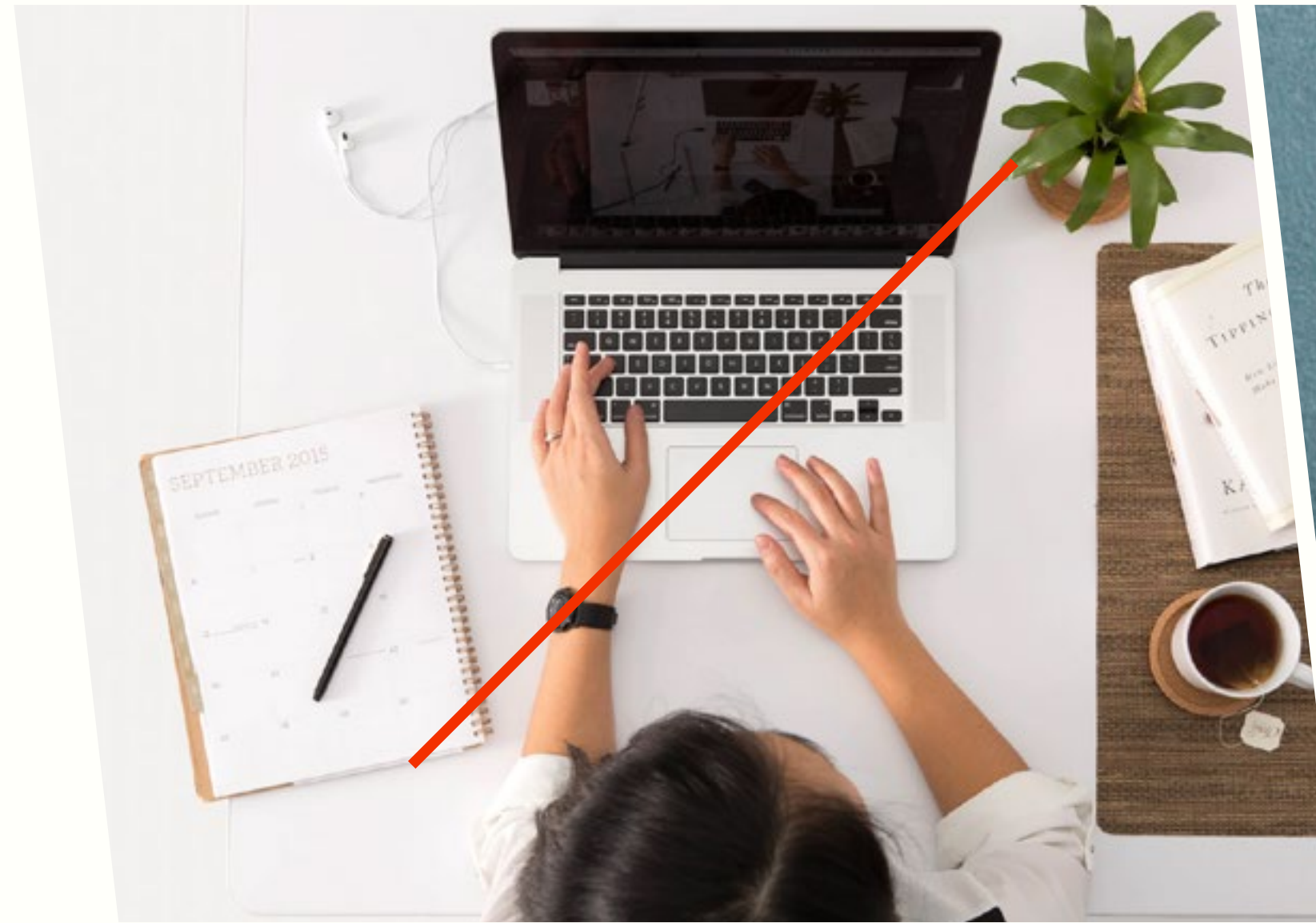
BRANDING IMAGERY

Once you've chosen your imagery, there are four ways you can brand it to make it feel more Zip.

When images are provided by a merchant or partner and must be used, these techniques can be used to make those images feel more Zip.

5.0

Iconography

ZIP ICON GRID

We have a slightly different approach to building icons, which begins with our grid.

To reflect the extended nature of our logo, we build icons on a rectangular grid, rather than a square grid.

150

150
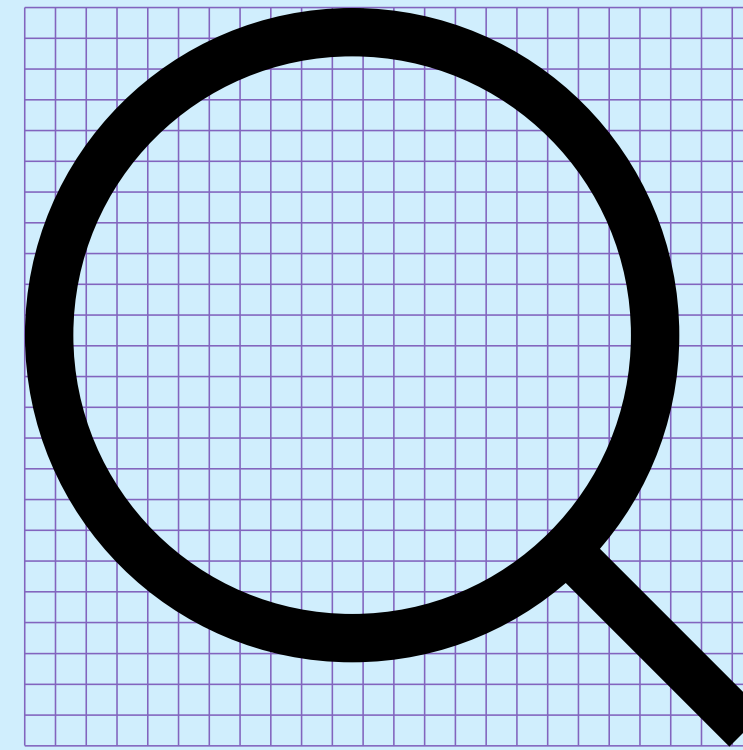
SQUARE ICON GRID

150

125
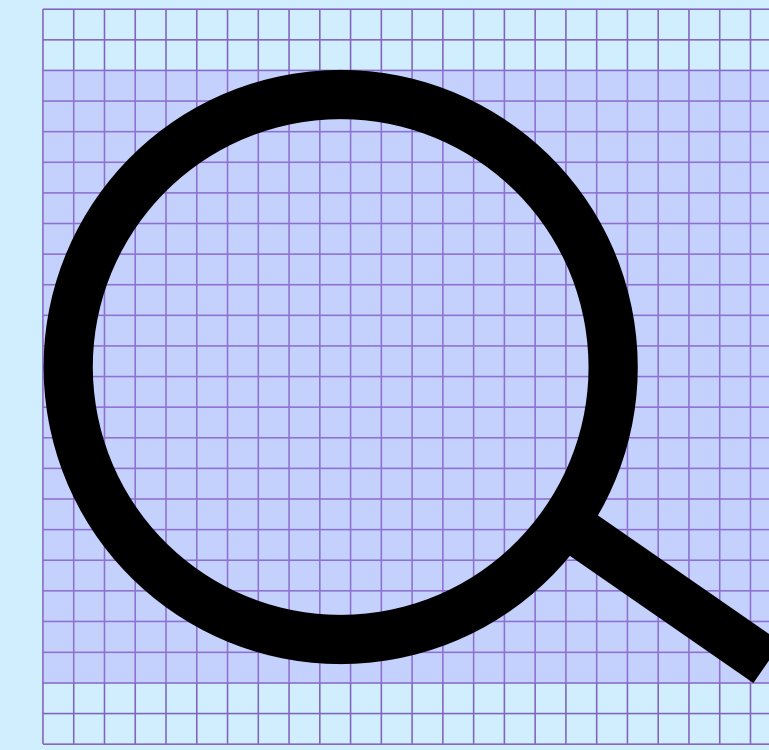
ZIP ICON GRID

ICONS

Here is a sample set of icons built on the Zip icon grid.

It's important to note that circular icons, like the settings icon, shouldn't extend the width of the grid, as it would warp the shape.
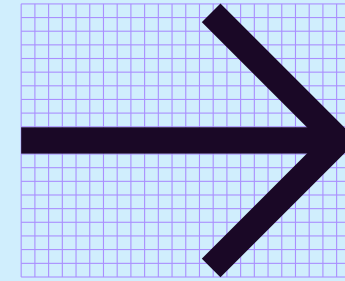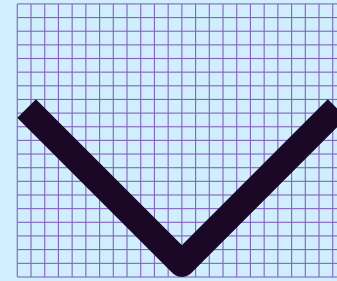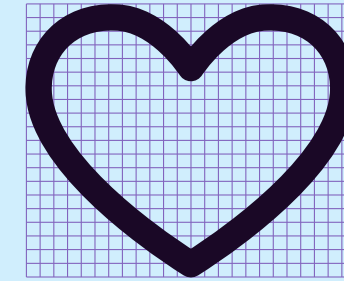
ARROW   DROPDOWN   FAVORITE   SEARCH   MENU
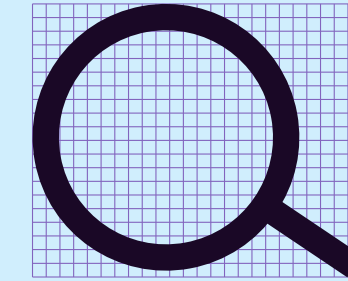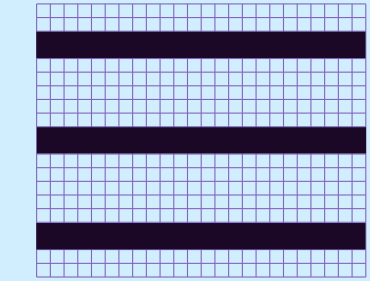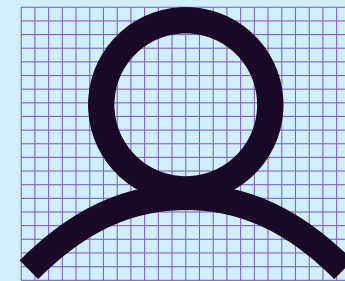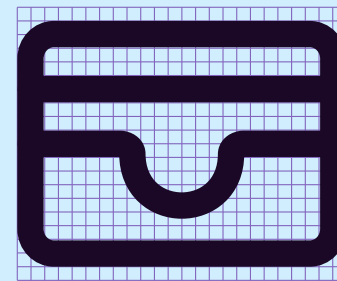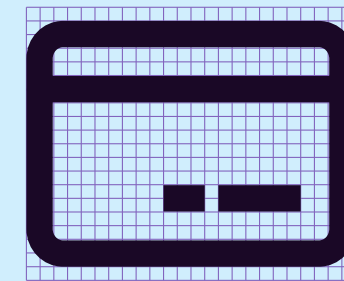
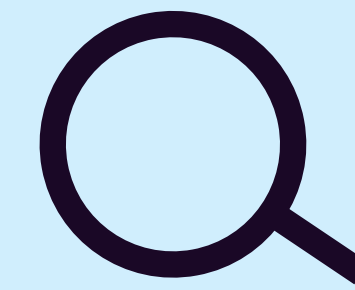PROFILE   WALLET   CARD   CALENDAR   SETTINGS
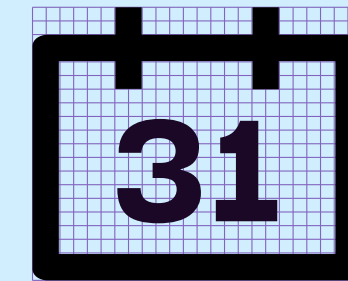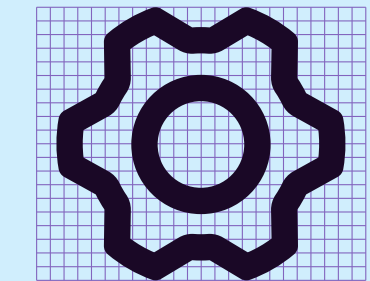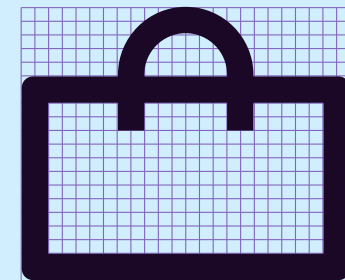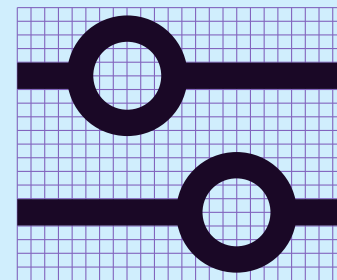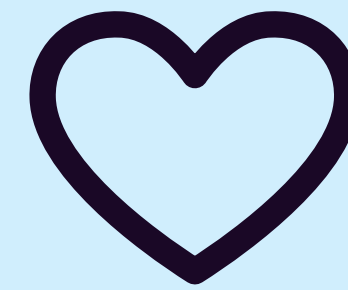
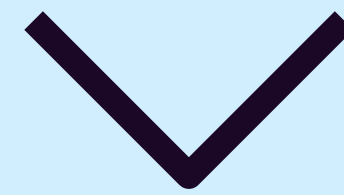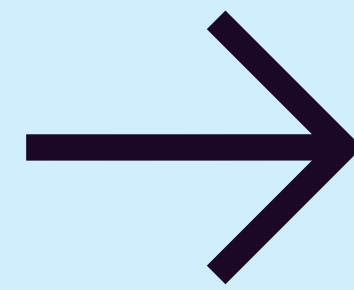SHOPPING BAG   FILTER   BOOKMARK   HOME   STORE
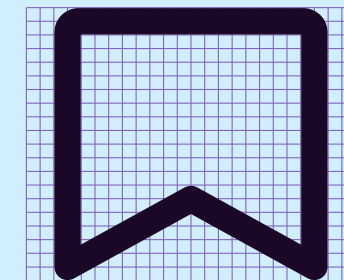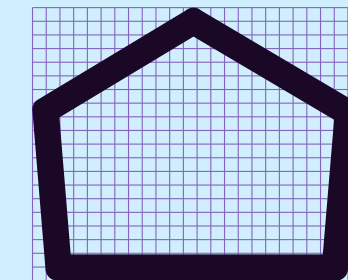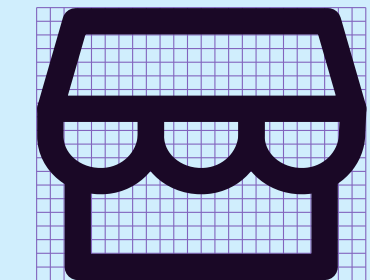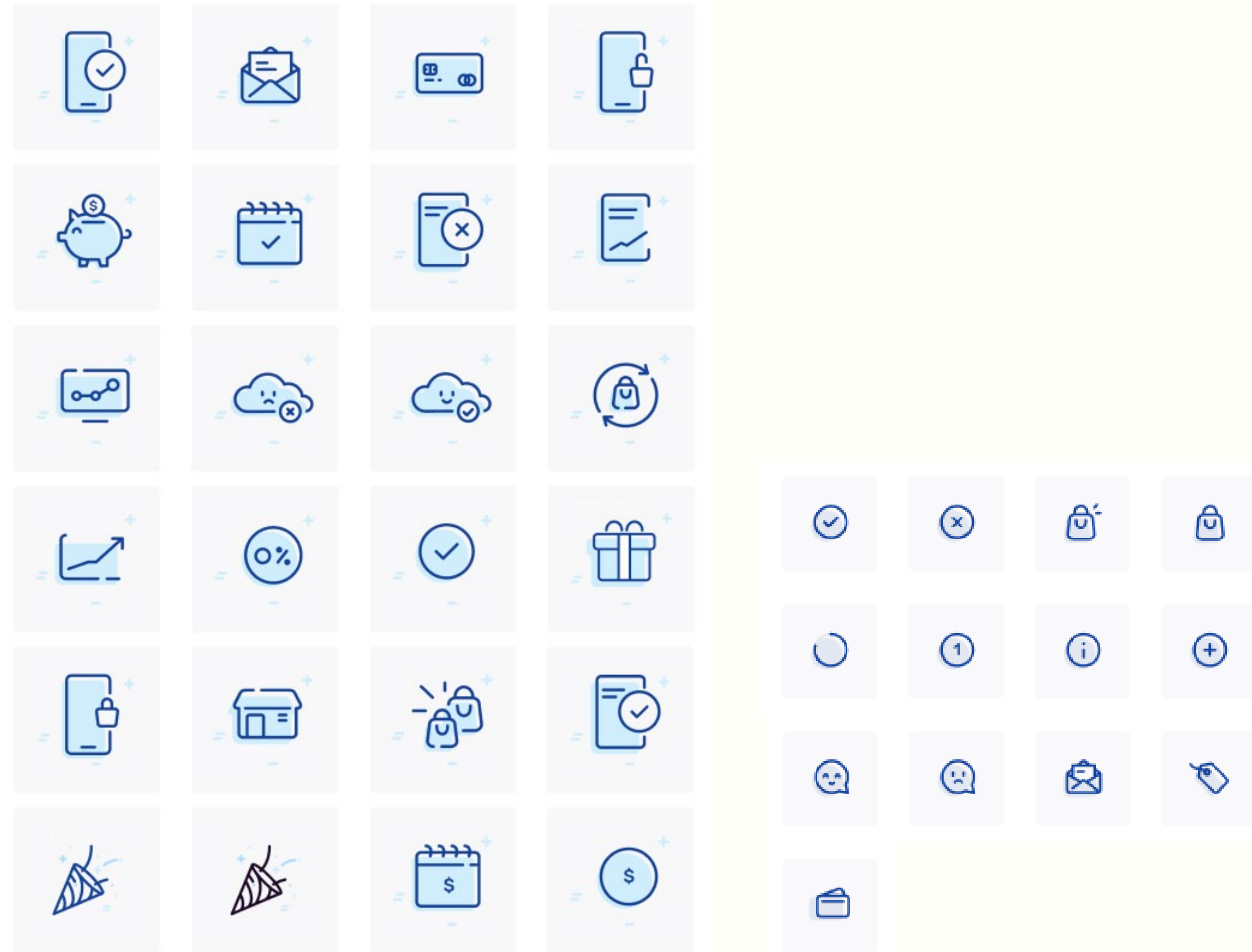
ICONS

Icons always maintain:

- Rounded corners (radius of 5px)
- Square terminals
- Single weight, single colour
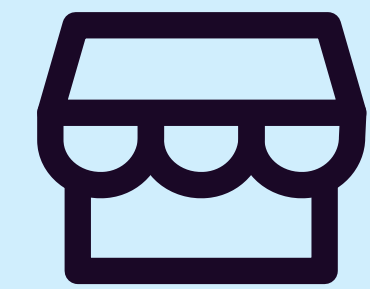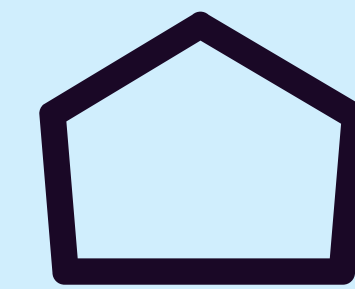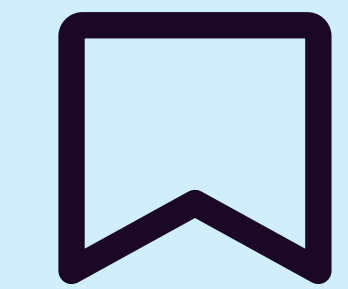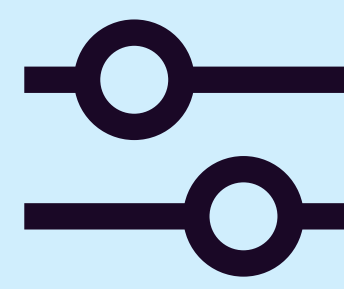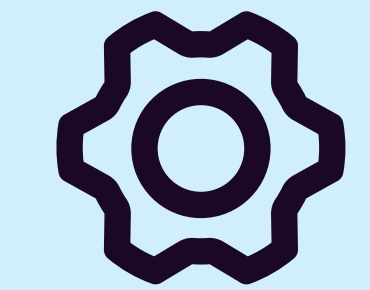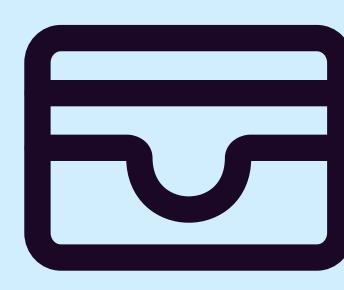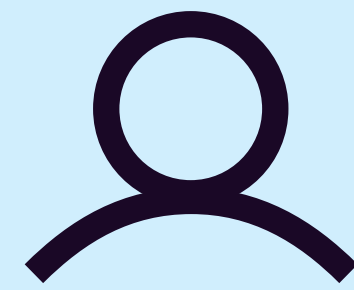
ICONS

Icons always maintain:

• Rounded corners (radius of 5px)
• Square terminals
• Single weight, single colour

FAVICONS

Favicons always maintain:

Primary - For all prodominent cases
On dark and On light - are for small use
cases where Primary cannot be used.

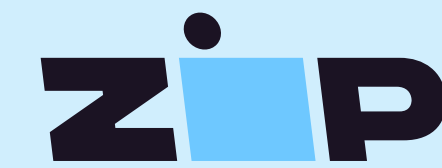Primary   On dark   On light

Usage

10px   24px   32px   48px   56px   56px

Thank you.